

Andy McCormick
Vice-President for Public Affairs
The Hershey Company
100 Crystal A Drive
Hershey, PA 17033

Dear Andy McCormick,

As a conscientious consumer of chocolate I have one very simple question for you—where is the Fair Trade Hershey Bar?

When I go to buy chocolate, I look for Fair Trade Certified™ cocoa because I know it was made without the worst forms of child labor, forced labor, or human trafficking. Fair Trade also provides farmers with enough income to care for their families and send their children to school. I find it unbelievable that Hershey, a company founded on the principle of caring for underprivileged children in the United States, would be comfortable sourcing cocoa that has likely been produced with the worst forms of child labor.

Shifting to third-party certification is entirely possible, as evidenced by other major chocolate companies such as Cadbury and Nestlé. Green & Black's and Ben & Jerry's have both recently committed to going 100% Fair Trade! More and more consumers are seeking out responsible choices—the market is ready for a Fair Trade chocolate bar bearing the Hershey name.

I ask that you meet the goals of the “Raise The Bar, Hershey!” campaign, which include:

- * an agreement to take immediate action to eliminate forced and child labor in your cocoa supply chain;
- * a commitment to sourcing 100% Fair Trade Certified™ cocoa beans by 2012 for at least one of your top five selling chocolate bars that prominently displays the Hershey name; and
- * a commitment to making at least one additional top five selling bar 100% Fair Trade Certified™ every two years thereafter, so that Hershey's top five selling cocoa bars will all be 100% Fair Trade Certified™ within 10 years.

I look forward to the day that I can choose a Fair Trade Hershey product to satisfy my chocolate cravings.